



**РЕЗУЛЬТАТЫ  
ИССЛЕДОВАНИЯ  
КРЕМОВ**

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**С АНТИВОЗРАСТНЫМ  
ЭФФЕКТОМ**



ESTÉE LAUDER

Resilience Lift

Firming/Sculpting Face and Neck Creme  
Crème galbe/fermeté visage et cou

SPF 15



ESTÉE LAUDER

ESTÉE LAUDER







★ **Product**Test



A dynamic splash of white liquid, possibly milk or cream, is captured in mid-air against a white background. The splash is wide and horizontal, with a thick, flowing center and many smaller droplets trailing off to the sides. A solid purple horizontal band is positioned behind the main body of the splash. Overlaid on this purple band is the text 'АНТИВОЗРАСТНОЙ ЭФФЕКТ' in a bold, dark grey, sans-serif font. The text is centered horizontally and spans across the width of the splash.

**АНТИВОЗРАСТНОЙ  
ЭФФЕКТ**



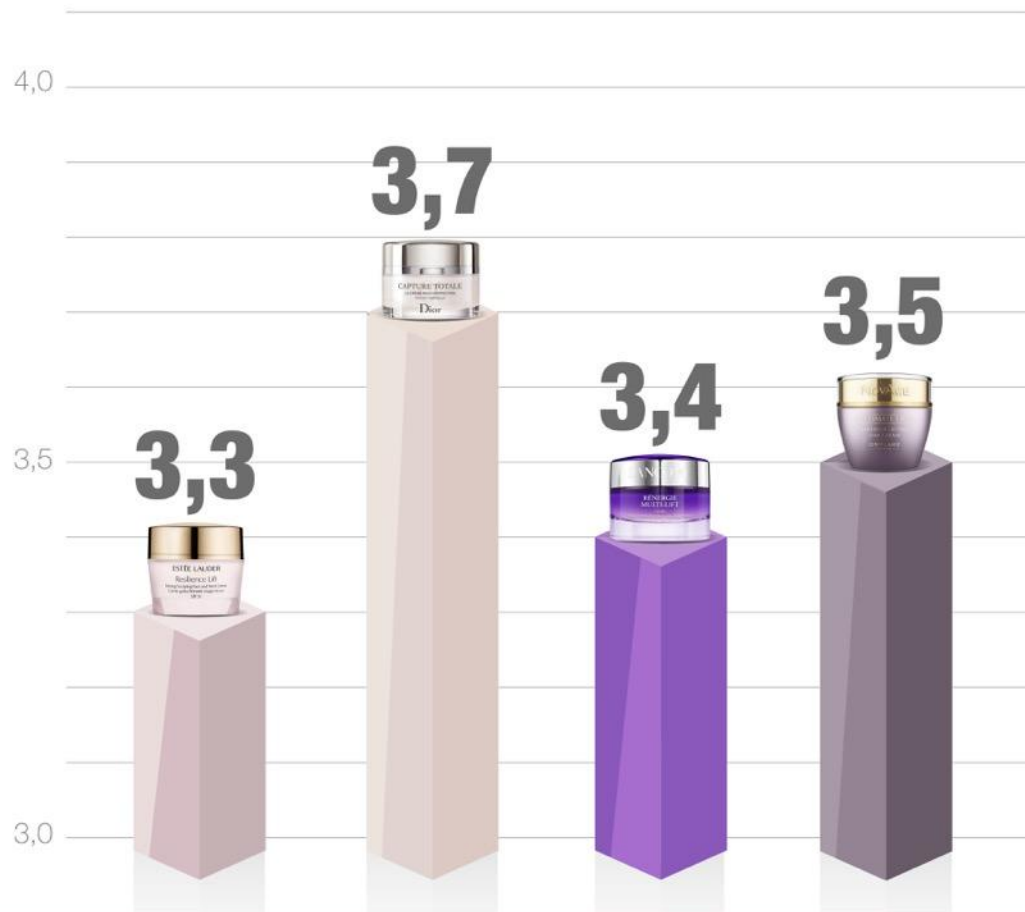
# УСТРАНЕНИЕ МОРЩИН

- Крем ESTEE LAUDER RESILIENCE
- Крем DIOR CAPTURE TOTALE UNIVERSAL
- Крем LANCOME RENERGIE MULTI-LIFT
- Крем ORIFLAME NOVAGE ULTIMATE LIFT



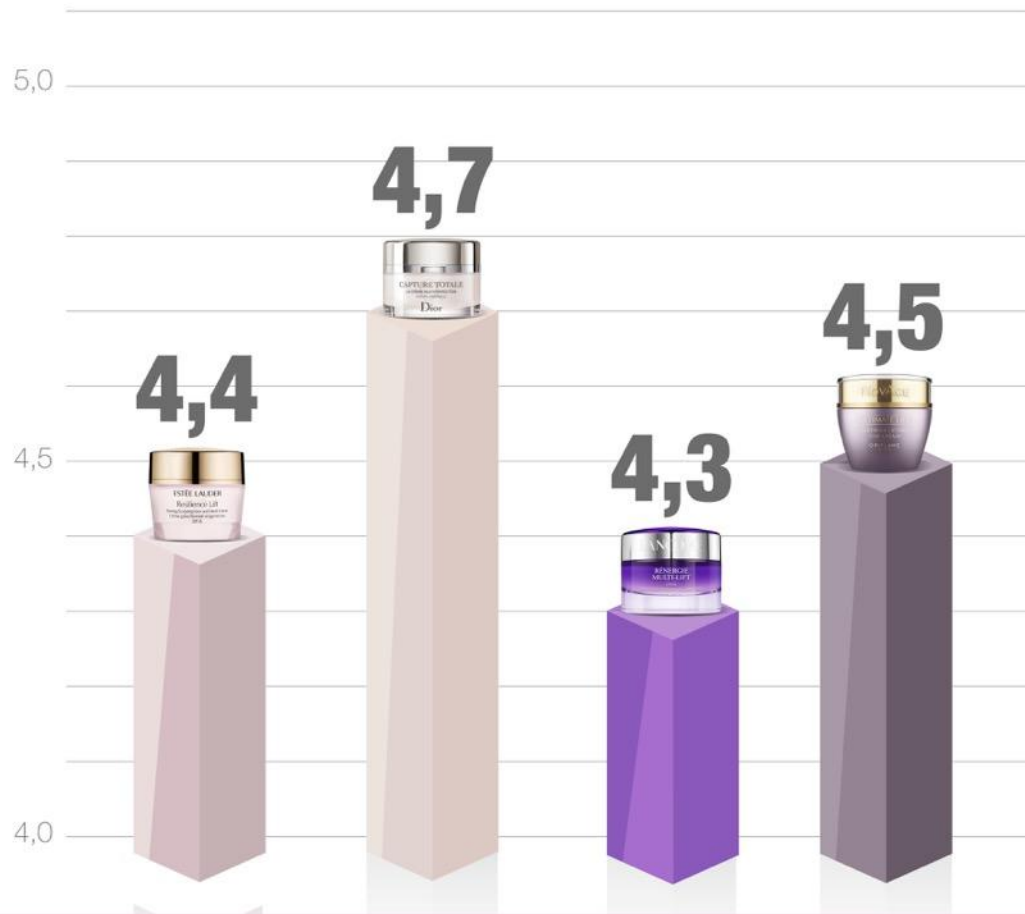
# ИЗМЕНЕНИЕ РЕЛЬЕФА КОЖИ

-  Крем ESTEE LAUDER RESILIENCE
-  Крем DIOR CAPTURE TOTALE UNIVERSAL
-  Крем LANCOME RENERGIE MULTI-LIFT
-  Крем ORIFLAME NOVAGE ULTIMATE LIFT



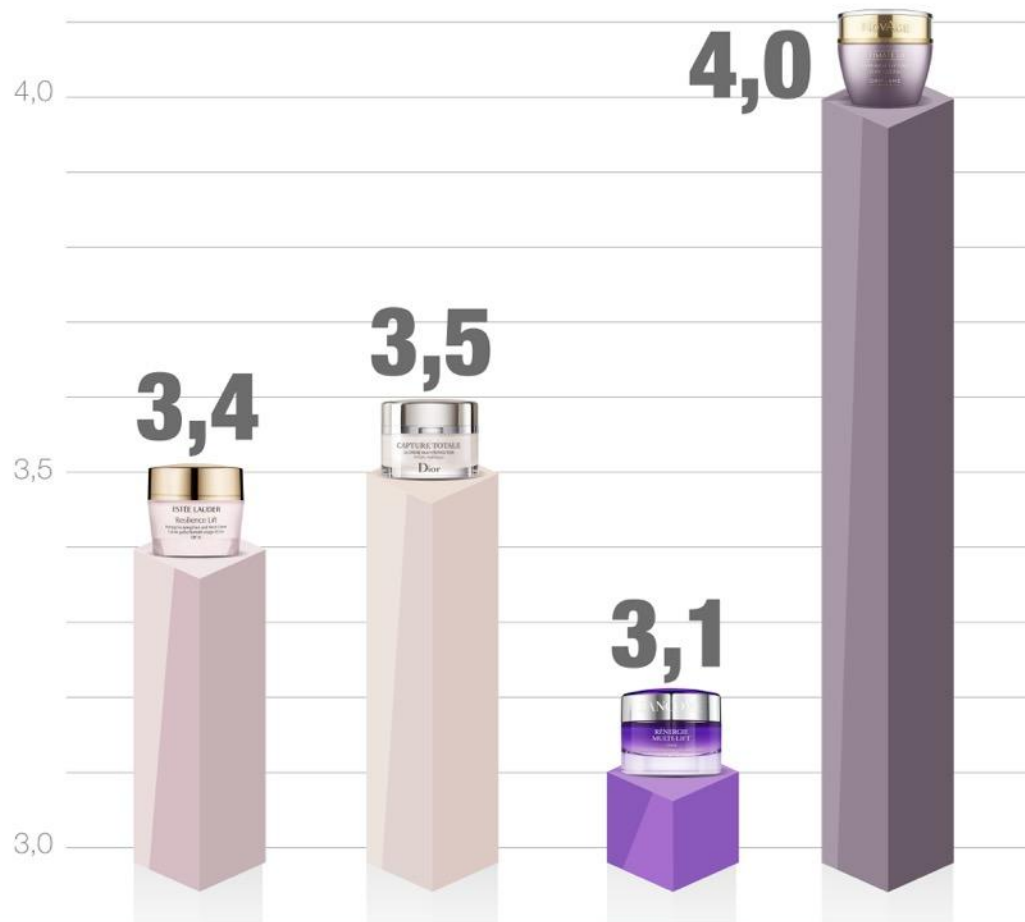
# ДЕЙСТВИЕ НА ПИГМЕНТАЦИЮ

- Крем ESTEE LAUDER RESILIENCE
- Крем DIOR CAPTURE TOTALE UNIVERSAL
- Крем LANCOME RENERGIE MULTI-LIFT
- Крем ORIFLAME NOVAGE ULTIMATE LIFT



# ДЕЙСТВИЕ НА СОСУДЫ

- Крем ESTEE LAUDER RESILIENCE
- Крем DIOR CAPTURE TOTALE UNIVERSAL
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- Крем ORIFLAME NOVAGE ULTIMATE LIFT











**ТЕСТОВАЯ ГРУППА**

# ЛЕКОСТЬ НАНЕСЕНИЯ

- Крем ESTEE LAUDER RESILIENCE
- Крем DIOR CAPTURE TOTALE UNIVERSAL
- Крем LANCOME RENERGIE MULTI-LIFT
- Крем ORIFLAME NOVAGE ULTIMATE LIFT



# ЛИПКОСТЬ

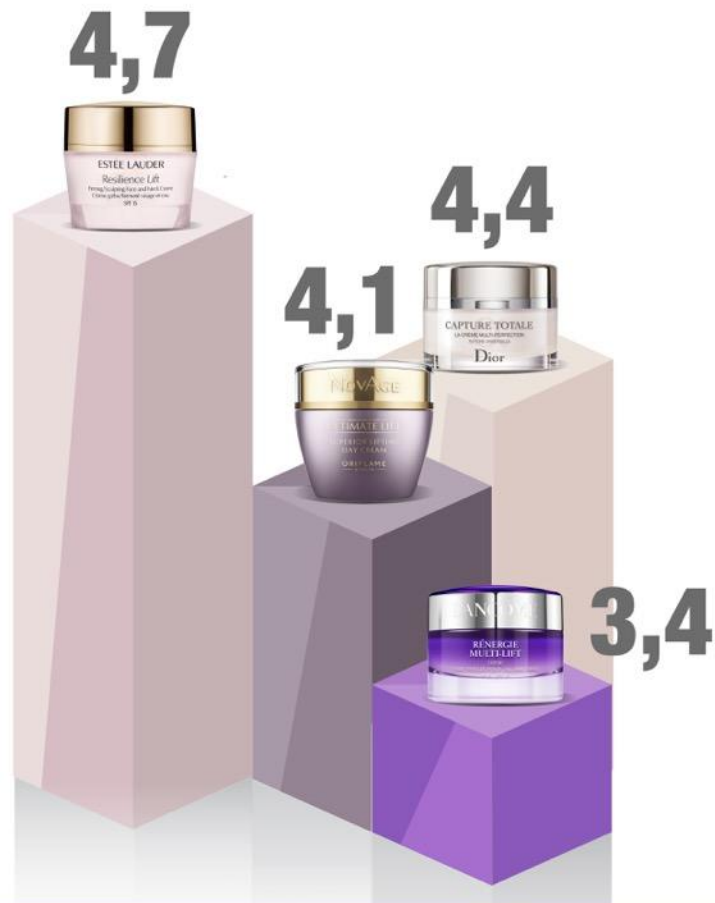
-  Крем ESTEE LAUDER RESILIENCE
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# ТЕКСТУРА

-  Крем ESTEE LAUDER RESILIENCE
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69 4 MECTO



69 **4** MECTO

73 **3** MECTO



69 **4** MECTO

73 **3** MECTO

74 **2** MECTO



69 **4** MECTO

73 **3** MECTO

74 **2** MECTO

77 **1** MECTO



ORIFLAME  
— SWEDEN —